

## SUPPLEMENTAL JOB DESCRIPTION

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**Classification:** Program Specialist III

**Function Code:** 7125-083

**Position Title:** Lottery Product Development Specialist

**Date Established:** 8/15/1988

**Position Number:** 14414

**Date of Last Amendment:** 4/23/18

**Scope of Work:** To develop lottery products and manage game programs including instant ticket, Fast Play, Keno and iGaming. To oversee the daily operations, development, and implementation of instant games and other lottery product lines including collaborative planning for launches, testing games, and tracking game sales. To processing invoices and requests to ensuring timely communications with stakeholders and vendors and to ensure that all programs and products being developed follow rules and regulations of the Lottery Commission and abide by the existing contracts with each vendor. This position is based out of the Concord, NH Lottery Headquarters.

### **Accountabilities:**

Assists management with game, product, and program problem solving areas including technical and process troubleshooting, and validation of operations, sales, and activities concerning instant games, Fast Play, Keno and iGaming; as well as interactive and second chance initiatives; this also includes input for all product lines to be developed in the future.

Maintains day to day operations and manages daily tasks for the various lottery programs and product lines including, managing game operations in the back office system, updating the website with new games information, executing and processing game development papers, creating and reviewing prize structures, and reviewing proofs and specifications.

Observes sales and trends and develops data tracking and product launch schedules. Reports and tracks instant ticket sales and index and velocity of game sales, on a weekly basis. Creates game schedules (for Instant, iGaming and Fast Play) with guidance from Director of Sales and Product Development. Ensures that goals are met and that product levels are accurate via development of reports and ongoing tracking reports based on data and information gathered.

Communicates with retailers and staff including game updates, retailer website updates, shipping inserts, newsletter articles and terminal messages. Responds to player, retailer, vendor and other departments' requests for game information. Tracks and processes invoices for payment to vendors. Assist with system, iGaming, and instant game testing as necessary.

Conducts market research and assists with the coordination of a virtual focus groups; writes, edits, and builds surveys and compiles and analyses and interprets results in order to improve products and programs procedures.

Prepares and develops formal presentations on product information and game program development. Creates and delivers training on new product lines and programs to lottery staff, vendors, and retailers; provides information and interpretation regarding policies, procedures, rules, and regulations of the State and the Lottery Commission.

Consults with the marketing and Lottery Commission sales teams/departments to develop strategies to promote new and existing products and on the implementation of lottery programs; recommend effective changes based on research, surveys, and reports conducted.

Provides information and interpretation to retailers and vendors regarding product development, program planning, policy and procedure in accordance to rules and regulations of the Lottery Commission. Coordinates game delivery between the warehouse and vendors according to game schedule.

### **MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from an accredited college or university with a major study in Game Design, Marketing, Business Administration or a related field. Each additional year of approved formal education may be substituted for one year of required work experience.

**Experience:** Four years' professional or paraprofessional experience in project management, product development, sales/data analytics, game development or related experience, with responsibility for program implementation, direct service delivery, planning or program evaluation. Each additional year of approved work experience may be substituted for one year of required formal education.

**License/Certification:** Must possess a valid driver's license.

**Preferred Work Traits:** Ability to use information technology in accessing, collecting, analyzing, using, maintaining, and disseminating data and information. Ability to correctly interpret and report data findings to make key business decisions. Ability to develop structured short and long term plans and execute against the plan.

**SPECIAL REQUIREMENTS:**

For appointment consideration, Program Specialist III applicants must successfully participate in a structured interview measuring possession of knowledge, skills and abilities identified as necessary for satisfactory job performance by this class specification. The structured interview is developed and administered, according to Division of Personnel guidelines, by representatives of the state agency in which the vacancy exists.

**Disclaimer Statement:** The supplemental job description lists typical examples of work and is not intended to include every job duty and responsibility specific to a position. An employee may be required to perform other related duties not listed on the supplemental job description provided that such duties are characteristic of that classification.

**SIGNATURES:**

The above is an accurate reflection of the duties of my position.

\_\_\_\_\_  
Employee's Name and Signature

\_\_\_\_\_  
Date Reviewed

Supervisor's Name and Title: Kelley-Jaye Cleland

The above job description accurately measures this employee's job duties.

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Supervisor's Signature

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Date Reviewed

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Division of Personnel

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Date Reviewed

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